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Cosmetics

CONSUMER TIME

R-72

NETWORK: NBC

DATE: November 14, 1942

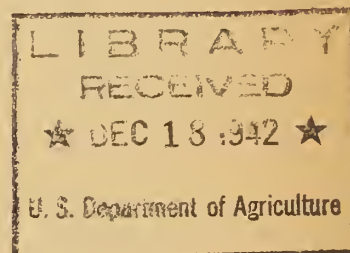
ORIGINATION: WRC

TIME: 12:15-12:30 PM-E T

Produced by Consumers' Counsel Division of the Department of Agriculture
and presented in cooperation with United States Government
agencies working for consumers.

oooOooo

1. SOUND: CASH REGISTER . . RINGS TWICE . . CLOSE DRAWER.
2. WOMAN: That's your money buying food.
3. SOUND: CASH REGISTER.
4. MAN: That's your money paying for a home.
5. SOUND: CASH REGISTER.
6. WOMAN: That's your money buying clothes.
7. MAN: Buying you a living in wartime.
8. SOUND: CASH REGISTER . . CLOSE DRAWER. PAUSE, THEN SOUND OF
DOORBELL, OFF, FADES IN.



9. BETTY: (ALARMED. STREET, YOUNG VOICE.) Jane - that's probably Tom now!
10. JANE: (SLIGHTLY HARD VOICE.) I'll go while you get your face on. (FADING OFF) Just spread that powder base the way I showed you.
11. BETTY: (WORRIED.) Okay. (CALLING.) If it is Tom, ask him to wait in the living room a few minutes, will you? I don't want him to see me like this!
12. SOUND: DOOR OPENS, OFF MIKE.
13. MAN: (OFF, MUMBLES INCOHERENTLY)
14. JANE: (OFF.) Yes - this is Mrs. Baker's apartment.....
(THEN, PLEASED) Ohh! Thank you!
15. SOUND: DOOR SLAMS SHUT, OFF.
16. JANE: (OFF, EXCITEDLY.) Betty!
17. BETTY: Who was it?
18. JANE: (FADING IN) Cast your eyes on this!
19. BETTY: A florist's box! For me?
20. JANE: Well, it's not for me - that's a cinch.
21. BETTY: (WORRIED.) Jane - you don't suppose this means Tom isn't coming?

22. JANE: Of course not, silly.
23. BETTY: But it might. Maybe - maybe he can't get leave from camp!
24. JANE: Well, why don't you open the box and see? There must be a message ---
25. BETTY: All right ---
26. SOUND: BOX OPENED. MAX PAPER.
27. JANE: A gardenia!
28. BETTY: The darling! He knows how I love them.... (SPELLING IT.)
mmmmmmmm!
29. JANE: And there's a card ---
30. BETTY: (READING.) "An epaulette for my commander-in chief - from her private private." Ohhhh, Jane ---!
31. JANE: (ENVIOUSLY.) Imagine - a man sending a thing like that to his wife!
32. BETTY: But he doesn't say he's coming ---
33. JANE: Well, he doesn't say he isn't - does he?
34. BETTY: Nooooo--
35. JANE: Then you'd better get your face on in a hurry.
Wait - you've got a streak here.... See how smooth this base makes your skin look?

36. BETTY: It's wonderful! (THEN, DOUBTFUL) You don't think it's too dark?
37. JANE: No - same shade I wear. Looks sophisticated.
38. BETTY: Well, if I can only look like you ---!
39. JANE: You'll look better - because you're younger. Here - let me fix your eyes. First - eye-shadow ---
40. BETTY: I bet Tom will be surprised.
41. JANE: He'll be bowled over, honey. Now open your eyes - while I pencil along the lower lid ---
42. BETTY: Do we have to do this?
43. JANE: Makes your eyes much more noticeable. Then we draw a little triangle - like this - in the outer corner There. Look in the mirror.
44. BETTY: Ooh! My eyes look huge!
45. JANE: Wait till we get the mascara on.
46. BETTY: Wasn't he a darling to send that gardenia?
47. JANE: Who?..... Oh - yes - he certainly was.

48. BETTY: Tom's always doing sweet things like that. Last week he sent me an extra ten dollar bill - marked "For something special." If it wasn't for that, I couldn't have even bought all these cosmetics.
49. JANE: Well, you couldn't have made a better investment, honey. Beauty pays big dividends. Now, open your eyes again ----
50. BETTY: I wouldn't have known what to buy - if you hadn't helped me.
51. JANE: I didn't know either - till I became a photographic model. Gee! When I think how I used to go around! Just a slap of powder and a dash of lipstick. And the creams ----! Why, I never even used a tissue cream - let alone one to erase wrinkles.
52. BETTY: Do you think I really needed that big jar of wrinkle cream, Jane? After all, I haven't any wrinkles.
53. JANE: Never can tell when you might get some, honey. This cream will prevent wrinkles, as well as erasing them.
54. BETTY: Will it?
55. JANE: Sure. Now your mouth.... Open your lips... Wider ----
56. BETTY: (THROUGH PARTED LIPS.) Like this?

57. JANE: Yes - like that. Only don't talk. I've got to change the shape of your mouth. Cupid's bows aren't smart these days. Got to fill in this curve here - and widen it here... Now look in the mirror.
58. BETTY: (AWED) Why - why, Jane ---!
59. JANE: You like?
60. BETTY: It's wonderful! Doesn't look like me at all.
61. JANE: Hardly recognize yourself, huh? You see, the makeup brings out your good points and ---
62. SOUND: DOORBELL RINGS, OFF.
63. BETTY: Oh! That must be Tom!
64. JANE: I'll just sneak out the back way, honey.
65. BETTY: But I want you to meet him.
66. JANE: (FADING) Later on. Though I'd sure like to be here when he sees you!
67. SOUND: DOOR, NEAR, SHUTS. DOORBELL RINGS THREE TIMES, FADING IN.
68. BETTY: I'm coming!
69. SOUND: DOOR, ON MIKE, OPENS.

70. TOM: (FADING IN.) Betty ----!
71. BETTY: (h, Tom - dearest ----!
72. TOM: (AFTER PAUSE, ADORINGLY) Let me look at you, darling.
(PAUSE, THEN, STRANGELY.) Betty, wha - what's happened to you?
73. BETTY: (EXPECTANTLY) Why, nothing ----
74. TOM: But you look so - so different!
75. BETTY: Do I?
76. TOM: Your eyes - all black! And your mouth - swollen out of shape!
77. BETTY: Swollen!
78. TOM: Did somebody hit you?
79. BETTY: (HURT.) Why, no ----
80. TOM: (WORRIED.) Come over here - to the light - (PAUSE. RELIEVED, AND A LITTLE ANNOYED.) Oh - it's just a lot of makeup.
81. BETTY: Don't - don't you like it?
82. TOM: No, I don't.
83. BETTY: (NEAR, TEARS) Why, Tom ----!

84. TOM: But darling - it doesn't look natural. It doesn't look like you.
85. BETTY: And I got all that stuff just to please you!
86. TOM: All what stuff?
87. BETTY: (TURNING OFF) All this - here - on my dressing table ---
88. TOM: Jehosephat! Did I say a lot of makeup?
89. BETTY: (COMING ON MIKE.) It's not all makeup. Some of these are special creams.
90. TOM: What - specially - is this one for?
91. BETTY: To erase wrinkles.
92. TOM: Erase wrinkles! (HE LAUGHS HEARTILY)
93. BETTY: (DEFIANTLY) Well, I might get some - someday.
94. TOM: Darling - even if a wrinkle did dare to mar that pretty face of yours - this cream couldn't do a darn thing to erase it.
95. BETTY: Why, of course it could. The clerk said so.
96. TOM: Doesn't say anything on this jar does it - about erasing wrinkles?
97. BETTY: Let me see.... (READING) "A rich, soothing cream to help prevent wrinkles."

98. TOM: "To help prevent" You see? It doesn't even claim to actually prevent them - let alone erase ----
99. BETTY: Oh, what do you know about cosmetics?
100. TOM: Don't forget one time I was a chemist for Uncle Sam before I was a soldier.
101. BETTY: Oh - that's right!
102. TOM: I know what goes into those jars. And I know a face cream can't erase wrinkles - or remove fat - or build tissue - or ---
103. BETTY: Tom - are you sure?
104. TOM: Sure I'm sure.
105. BETTY: Oh, dear! And I've bought all these jars ---!
106. TOM: Forget it, honey. Here - use one of them to clean that mask off your face. I want to be able to recognize you when I take you dancing.
107. BETTY: (DELIGHTED) Dancing!
108. TOM: Sure - that's what the gardenia's for. You - you got it didn't you?
109. BETTY: Oh, yes! It was so sweet of you, Tommy!

110. TOM: I thought we'd go to the Ardmore - like that time before we were married. Dinner - dancing - a taxi - everything!
111. BETTY: Ooh! That'd be wonderful, but - can we afford it?
112. TOM: I thought we'd use that ten bucks I sent you. Remember - I said "for something special."
113. BETTY: (APPALIED) (h, Tommy ---!
114. TOM: What's the matter?
115. BETTY: I - I spent that money.
116. TOM: (AFTER PAUSE) On what?
117. BETTY: On cosmetics.
118. TOM: You mean - this stuff here cost ten dollars?
119. BETTY: (NEAR TEARS AGAIN.) I - I got the best. I wanted to look beautiful - for you!
120. TOM: But darling - if you shopped around, you'd know you don't have to spend a lot of money to get good cosmetics.
121. BETTY: I don't?
122. TOM: No. If a cosmetic contains safe ingredients - well blended - that's all you have to be sure of. Inexpensive ones are often just as effective.

123. BETTY: (CRYING) Ohhh dearrrrr!
124. TOM: Aw, don't cry, Betty. It doesn't matter.
125. BETTY: It does too matter! It spoils your whole furlough!
126. TOM: No, it doesn't. We'll have dinner at home - and dance to the radio. Come on - smile.
127. BETTY: Oh, Tommy ---!
128. TOM: That's it, darling. That's worth ten dollars. That's really something special.
129. BETTY: LAUGHS A LITTLE, FADING.

(PAUSE)

130. ANNOUNCER: But can a smile make up for ten dollars thrown away - especially these days, when every penny counts? What do you consumers think about it?
131. FREYMAN: Well, I don't think that money spent on cosmetics is thrown away. I think we women need lipstick and powder and so on.
132. ANNOUNCER: Suppose we see what the men think about it. Let's ask your consumer reporter, Johnny Smith - from the Department of Agriculture at Washington. Johnny ---?

133. JOHN: I agree with Mrs. Freyman - that cosmetics are a boost for many women. Personally I like to see women wearing powder and lipstick - if it's put on right, and not too much.
134. FREYMAN: Ah! Good for you, Johnny.
135. JOHN: But - I also agree with Tom, the young husband in that story - that you don't have to spend a lot of money to get good cosmetics.
136. FREYMAN: You mean we should shop around.
137. JOHN: Exactly. And while you're shopping, look for the ceiling prices. Check to see that the price you pay is not above the ceiling price for that cosmetic in that particular store.
138. FREYMAN: But don't good cosmetics cost more, Johnny, than poor ones?
139. JOHN: Good cosmetics cost some money, of course, but the highest priced ones are not necessarily the highest quality. As Tom indicated, price is not always a sure guide to quality.
140. FREYMAN: I see.
141. JOHN: And Tom ought to know what he's talking about. He used to work in the United States Food & Drug Administration - before the war.

142. FREYMAN: What's that got to do with cosmetics?
143. JOHN: Well, Congress passed a Food, Drug, and Cosmetic law - back in 1938. That law regulates both the manufacture and sale of cosmetics - to make you feel safer about things you see in stores.
144. FREYMAN: Well, that's good!
145. JOHN: It does other things, too, to protect your pocketbook. Like laying down rules about containers. They must not be shaped so as to fool you about the amount of cosmetic inside.
146. FREYMAN: Oh?
147. JOHN: And the exact quantity content must be printed right on the label.
148. FREYMAN: You mean every container, Johnny, must be marked like that?
149. JOHN: Every jar or box or bottle of cosmetics that's sold from one state to another, unless it contains less than a quarter of an ounce, or one eighth fluid ounce. Haven't you ever noticed the quantity of contents printed on the label?
150. FREYMAN: Not on cosmetics.

151. JOHN: Well, you ought to read those labels. They're on there to protect you. You see, by comparing two boxes of facepowder, say - and figuring out the price per ounce - you can decide which box is cheaper.
152. FREYMAN: Just so long as the shade is right ---
153. JOHN: Of course. And you may prefer one odor more than another. That's up to you.
154. FREYMAN: Well, I'm glad you gave us that pointer on the labels, Johnny. We ought to be able to save ourselves a good deal of money by reading them before we buy.
155. JOHN: You'll save yourselves a lot of disappointment, too, if you don't expect miracles from cosmetics --- like Betty in our story there.
156. FREYMAN: Well, look Johnny - was that true, what Betty's husband said - that face creams can't erase wrinkles?
157. JOHN: That's right. And they can't build tissue from without - or remove fat - or grow hair - or feed the skin.
158. FREYMAN: Well, what can they do then?
159. JOHN: They can keep the outside layer of your skin clean, soft, and pliable. That's all you can ask from any face cream.

160. FREYMAN: Can you tell me what kind of cream is best, for my skin, Johnny? A light cream, or a rich, heavy one?
161. JOHN: I don't think we have time to go into all that right now, Mrs. Freyman. But I have a Consumer Tips card here that gives more details ---
162. FREYMAN: May I see?
163. JOHN: Here.... You see, it tells the truth about several kinds of cosmetics - creams, bleaching lotions, deodorants, dentrifices ---
164. FREYMAN: And hair dyes - and shampoos ---
165. JOHN: Uh-huh. This Tips Card tells what you can and can't expect of them. What to look for - and what to beware of.
166. FREYMAN: May I keep this card, Johnny?
167. JOHN: I'm afraid you'll have to write in for your own copy.
168. FREYMAN: To the Consumers' Counsel - Department of Agriculture - Washington, D. C.
169. JOHN: That's the place. Just tell us you want the Tips on cosmetics - and give us your own name and address.
170. FREYMAN: And the call letters of our radio station.

171. JOHN: Right. I'll repeat all those directions later on --- so everybody can get them straight. But right now I'd like to call on our Consumers' Counsel, Donald Montgomery, to speak to us in person. He's the one who had me prepare this program for you on cosmetics, and maybe he has a few angles on the subject himself. Mr. Montgomery ---?

172. MONTGOMERY: (FADING IN) Well, I can't say that cosmetics is - or are - exactly my dish. In fact, when Mrs. Freyman here asked us to present a program about this - I must confess I thought the whole subject was a lot of monkeybusiness.

173. FREYMAN: Why, Mr. Montgomery ---?

174. MONTGOMERY: That's right. Monkeybusiness. That's what I thought. But then some of the women in our department started to work on me and tried to prove that cosmetics are -- or is -- a subject worthy of a CONSUMER TIME broadcast.

First they started with that cosmetics-for-morale angle and tried to persuade me that paint and powder are armor for the soul. But I didn't fall for that line. So then they tried a new tack. They pointed out that some of the materials that go to make cosmetics are needed for war. Like alcohol -- which the Army needs for making synthetic rubber and smokeless gun powder -- and which you need for your colognes and astringents. And castor oil -- which can lubricate an airplane motor -- or keep a lipstick creamy. Well, I agreed with them that this angle of conservation of materials is important. But I still didn't think I wanted to come up here to the microphone and talk about cosmetics. So I just shut up.

But then I saw something in the newspaper that changed my mind. An article urging women to use food as cosmetics! Did you ever hear of anything like that? Well, I never had. But as soon as I read it -- Oh, boy, I thought, would I like to take a crack at that! Egg facials -- and milk as a hand lotion!

(MORE)

Imagine putting an egg - a raw egg - on your face! The idea itself is revolting enough, but when you think of all the people in the world - and right here in this country - who don't even have an egg to put in their stomachs..... Well, an egg shampoo becomes sort of treason, doesn't it? It's wasting stuff that's not merely material of war - but material of life. And when I say wasting, I mean wasting. If the woman who puts an egg on her face would put it into her face instead - she'd find it would do a lot more to make her beautiful.

You know, somebody 'way back sometime or other happened to make the remark that beauty is only skin deep, and ever since then people have been quoting him - and believing him. But I'd like to go on record right now as disagreeing with that guy. Beauty is not skin deep. It's a result of what's going on inside of us. That kind of thoughts we're thinking - and whether or not our insides are in good working condition.

Well, one of the things that keeps them working smoothly is what we eat. No egg on the head - or milk on the hands - will make up for that. And so it seems to me we might better use our food for the use for which it's intended - instead of wasting it on the outside. What do you think?

175. FREYMAN: I think you're right, Mr. Montgomery. Food's too precious these days to throw around like that.
176. MONTGOMERY: Right. We can't afford to waste a speck of it.
177. FREYMAN: And that reminds me - would you do a program for us soon on coffee? Telling us how we can get every last drop out of our ration?
178. MONTGOMERY: Coffee! Now, there's a subject that makes me sit up and take notice. We'll have a program brewing for you by next Saturday.
179. FREYMAN: Thank you, Mr. Montgomery. And meanwhile - I'm going to write in for my copy of your Consumer Tips on cosmetics. Next time I spend money on my beauty, I want to know what I'm getting.
180. ANNOUNCER: Then just address your request to the Consumers' Counsel - Department of Agriculture - Washington, D.C. Ask for the Tips on cosmetics - and tell us your own name and address and the call letters of the station to which you are listening. We'll send you your free copy of this handy tips card - with many valuable pointers on buying cosmetics and what they can and can't do for you. Remember - the Consumers' Counsel - Department of Agriculture - Washington, D.C.

(MORE)

Next week your Consumers' Counsel will present the facts on coffee, in cooperation with other Government agencies working for consumers.

Heard on today's program were: Evelyn Freyman, John Flynn,

and your Consumers' Counsel - Donald Montgomery.

Script by Jane Ashman.

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